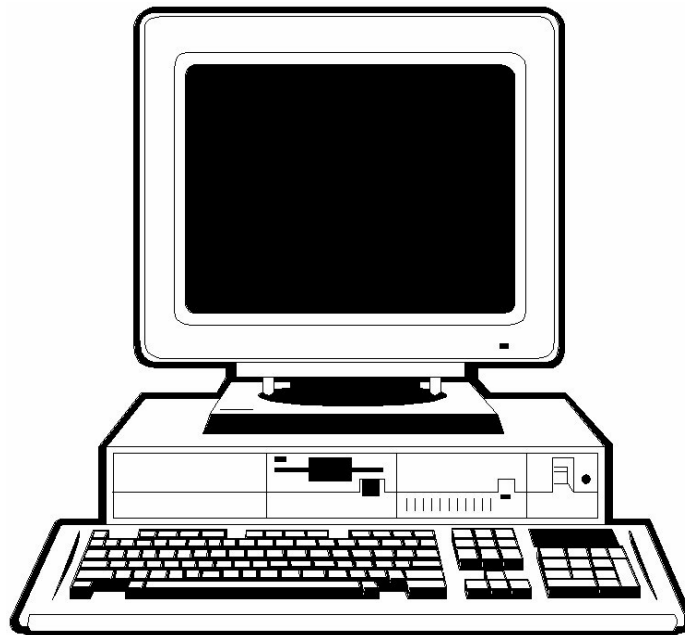


GFP License Agent Survey Final Report (2005)

HD-2-05.AMS

Larry M. Gigliotti
Planning Coordinator/Human Dimensions Specialist



**Evaluation by License Agents of Sportsmen/women
Purchasing Hunting and Fishing Licenses from their
Home Via the Internet**

**Game, Fish and Parks
523 E. Capitol
Pierre, South Dakota 57501**

This report was produced for Game, Fish and Parks' administrators to evaluate license agents' attitudes related to the ability of hunters and anglers to purchase their licenses from home via the Internet. Results of the survey are presented in this report; however, the discussion section of this report is solely my opinion related to this topic and may not necessarily reflect any final GFP opinions, decision or policy.

Larry M. Gigliotti
Planning Coordinator / Human Dimensions Specialist

GFP License Agent Survey Final Report (2005)

Larry Gigliotti

Evaluation by License Agents of Sportsmen/women Purchasing Hunting and Fishing Licenses on the Internet:

This evaluation survey refers to the ability of resident and nonresident hunters and anglers to purchase their licenses via the Internet using their home computer.



Methods

A short questionnaire was sent to all 425 Game, Fish and Parks license agents on January 12, 2005 (Appendix A). A postage-paid, business-reply envelope was provided for returning their questionnaire. A post card reminder was sent on January 19, 2005 (Appendix A). A second mailing of the questionnaire was made on January 31 stating a final deadline of February 15, 2005 for returning their completed questionnaire.

Statistical tests are not needed for making comparisons (although statistical tests are provided in the Tables) because this was a census with about an 86% return rate. Thus, all differences are considered “real” differences, although the differences may not be meaningful.

Results

A total of 364 completed questionnaires were returned for an 85.6% return rate. About 56% of the responding agents reported a reduction in the sale of sporting goods and related items due to hunters and anglers being able to purchase their licenses from their home over the Internet (Table 1). Average reduction in the sale of sporting goods and related items was 22% (median = 15.0%) for the 56% that reported having a decrease in sales (Table 1-A). For those license agents reporting a decrease in sales the decrease

in sales was evaluated on average between “small” to “moderate” (Table 1-B). Note that 44% reported that they did not experience any decrease in the sales of sporting goods and related items.

On average, license agents felt that being able to purchase their license at home over the Internet was a small to moderate benefit for residents and a moderate benefit for nonresidents (Table 2). However, about 60% reported a negative impact to their business from residents being able to purchase their license at home over the Internet (most reported only a small negative impact), with 40% reporting no impact (30%) or even a positive impact (10%) (Table 3). The impact to business was reported as slightly more negative due to nonresidents being able to purchase their license at home over the Internet (most still reported only a small negative impact) (Table 3).

About half of the license agents were opposed to residents and nonresidents being able to purchase their license at home over the Internet (Table 4). About one-fourth were neutral and about one-fourth were favorable to residents and nonresidents being able to purchase their license at home over the Internet.

Evaluations and attitudes were analyzed based on city size (Table 5) and amount of previous year’s license sales. A slightly higher percent of license agents from larger towns/cities reported a decrease in sales of sporting goods and related items compared to smaller towns/cities, although the correlation was extremely small (Table 6). License agents that reported a decrease in sales of sporting goods and related items had a slightly lower mean license sales volume, although the correlation was extremely small (Table 6). For the most part, it can be considered that no meaningful relationship exists between town/city size or license sales volume and license agents’ reporting a decrease in the sale of sporting goods and related items.

However, there is a small relationship between the estimated impact and evaluation of the impact with the size of town/city for those agents that reported a decrease in the sale of sporting goods and related items (Table 6-A). For those agents that reported a decrease in the sale of sporting goods and related items there was a slight decrease in the estimated decrease in sales and evaluation of that impact as the town/city size increase. In other words, smaller towns/cities estimated a slightly greater negative impact from hunters being able to purchase their licenses at home over the Internet.

Also, license agents from smaller towns/cities perceived slightly lower benefits to hunters/anglers being able to purchase their licenses at home over the Internet compared to license agents from larger towns/cities (Table 7).

When all agents were asked to evaluate the negative/positive impact of hunters/anglers being able to purchase their licenses at home over the Internet there was no linear relationship with size of town/city (Table 8). License agents from a town/city in the mid-range (1,000 – 9,999 population range) reported a slightly more negative impact compared to smaller or larger towns/cities. The same relationship existed for attitude towards purchasing licenses from home over the Internet and size of town/city (Table 9).

License agents who perceived a negative impact from and those agents opposed to hunters/anglers being able to purchase their licenses at home over the Internet had higher mean license sales volumes compared to agents perceiving no to positive impact or having neutral to favorable attitudes (Tables 10 and 11). However, this relationship was very small.

Overall, the relationships observed for perceived impact to their business from and attitudes towards residents and nonresidents being able to purchase their license at home over the Internet with the size of town/city where their business was located and their previous license sales volume were very small and probably not very meaningful. Also, license agents had almost no differences in perceived impacts from and attitudes towards residents versus nonresidents being able to purchase their license at home over the Internet.

Discussion

While some stores are seeing a decrease in the sale of sporting goods and related items over the past three years it is quite impossible to believe that it is due to hunters and anglers being able to purchase their license at home over the Internet. The numbers of hunters and anglers have actually increased slightly during this time period, thus overall spending on sporting goods and related items should be up. Also, buying a license is a single annual event and very unlikely to have much impact on annual spending patterns. What is more likely happening is a shift in spending patterns, particularly to the large sporting goods stores like Cabelas and Sheels All Sports. Cabelas particularly is a

relatively newcomer to South Dakota and by all accounts is an event itself. In 2004 Cabelas had by far sold the largest volume of hunting and fishing licenses. Considering the traffic stopping there and their sales volume it is impossible to assume otherwise that this one sporting store is not responsible for some declining sales of sporting goods observed by small, rural stores.

These statements about shifting spending patterns for sporting goods are not meant to be defamatory towards the large sporting goods stores. These stores provide employment for a large number of people, bring a large amount of money into South Dakota and provide excitement and services for sportsmen/women. It is simply not accurate to attribute declining sales of sporting goods to the opportunity for people to purchase their licenses at home over the Internet. The system was developed to provide efficiencies for the GFP and as a service to people purchasing licenses. Even most license agents admit that this service is a benefit to sportsmen/women. The one real loss of income to license agents from people purchasing licenses at home over the Internet would be the small agent fee, which most agents claim is insignificant. Also, many license agents complained about the how long it took to sell a paper license and the hassle of maintaining a supply of the many various types of licenses available. For stores using a computer to sell licenses the process is probably faster and without the hassle of maintaining a supply of paper licenses. Unfortunately for the stores using the phone system to sell licenses there have been problems, however these problems are being addressed. Some license agents have admitted that it just might be better if sportsmen/women would purchase their license at home as many small stores are not staffed at a level to provide service to license purchasers and other customers at the same time (Appendix B).

See Appendix C for two comments from nonresident hunters that like the ability to purchase their licenses from their home via the Internet.

Table 1. Resident and nonresident sportsmen/women have been able to purchase hunting and fishing licenses on the Internet for the past three years. Do you feel that this has reduced **your** sale of sporting goods and related items to hunters and/or anglers?

Response	Number ¹	Percent
NO	155	44.3%
YES	195	55.7%
Total	350	100%

¹14 respondents left this question blank.

Table 1-A. If yes (above), about how big of a decrease in the sale of sporting goods and related items to hunters and anglers would you estimate is the result of hunters/anglers being able to purchase licenses on the Internet over the past three years?

Percent Decrease in Business	Number ¹	Percent
0 – 5%	24	16.1%
6 – 10%	35	23.5%
10 – 15%	17	11.4%
16 – 20%	19	12.8%
21 – 25%	11	7.4%
26 – 30%	10	6.7%
31 – 40%	11	7.4%
41 – 50%	14	9.4%
> 50%	8	5.4%
Total	149	100%
Mean / 95% C.I.	21.7%	18.9% - 24.6%
Median	15.0%	
Mode	10%	
Std. Dev.	17.5	
Range	0% - 90%	

¹46 respondents had no opinion.

Table 1-B. How would you evaluate the impact of the decrease you listed above to **your** business?

Evaluation of Impact on Business (scale)	Number	Percent
Very Small Impact (1)	26	13.3%
Small Impact (2)	49	25.1%
Moderate Impact (3)	74	37.9%
Great Impact (4)	35	17.9%
Very Great Impact (5)	6	3.1%
No Opinion (missing)	5	2.6%
Total	195	100%
Mean / 95% C.I.	2.72	2.57 – 2.86

Table 2. How important of a benefit do you think it is for resident / nonresident hunters/anglers to be able to purchase licenses from their home over the Internet?

Benefit to Hunters/Anglers (scale)	Resident		Nonresident	
	Number	Percent	Number	Percent
No Benefit (0)	31	8.5%	26	7.1%
Very Small Benefit (1)	52	14.3%	34	9.3%
Small Benefit (2)	68	18.7%	51	14.0%
Moderate Benefit (3)	96	26.4%	84	23.1%
Big Benefit (4)	62	17.0%	90	24.7%
Very Big Benefit (5)	31	8.5%	56	15.4%
No Opinion (missing)	24	6.6%	23	6.3%
Total	364	100%	364	100%
Mean / 95% C.I.	2.59	2.43 – 2.74	3.01	2.86 – 3.17

Table 3. How would you rate the impact to your business of resident /nonresident hunters/anglers being able to purchase licenses from their home over the Internet?

Impact to Your Business (scale)	Resident		Nonresident	
	Number	Percent	Number	Percent
Large Negative Impact (-3)	30	8.2%	61	16.8%
Medium Negative Impact (-2)	60	16.5%	62	17.0%
Small Negative Impact (-1)	114	31.3%	99	27.2%
No Impact (0)	101	27.7%	27	21.2%
Small Positive Impact (+1)	10	2.7%	9	2.5%
Medium Positive Impact (+2)	14	3.8%	13	3.6%
Large Positive Impact (+3)	11	3.0%	20	5.5%
No Opinion (missing)	24	6.6%	23	6.3%
Total	364	100%	364	100%
Mean / 95% C.I.	-0.74	-0.89 – -0.60	-0.91	-1.08 – -0.74

SUMMARIZED RESULTS

IMPACT TO YOUR BUSINESS	Resident		Nonresident	
	Number	Percent	Number	Percent
NEGATIVE IMPACT	204	60.0%	222	65.1%
NO IMPACT	101	29.7%	77	22.6%
POSITIVE IMPACT	35	10.3%	42	12.3%
Total	340	100%	341	100%

Table 4. Overall, how strongly do you oppose or favor resident / nonresident hunters/anglers being able to purchase licenses from their home computers via the Internet.

Attitude (scale)	Resident		Nonresident	
	Number	Percent	Number	Percent
Strongly Oppose (-3)	71	19.5%	89	24.5%
Moderately Oppose (-2)	50	13.7%	50	13.7%
Slightly Oppose (-1)	45	12.4%	45	12.4%
Neutral / No Opinion (0)	102	28.0%	92	25.3%
Slightly Favor (+1)	26	7.1%	17	4.7%
Moderately Favor (+2)	32	8.8%	29	8.0%
Strongly Favor (+3)	38	10.4%	42	11.5%
Total	364	100%	364	100%
Mean / 95% C.I.	-0.42	-0.62 – -0.23	-0.58	-0.78 – -0.37
SUMMARIZED RESULTS				
ATTITUDE	Resident		Nonresident	
	Number	Percent	Number	Percent
OPPOSE	166	45.6%	184	50.5%
NEUTRAL/NO OPINION	102	28.0%	92	25.3%
FAVOR	96	26.4%	88	24.2%

Table 5. What is the size of the town/city in which your business is located?

Size of town/city	Number ¹	Percent
less than 999	114	35.0%
1,000 – 9,999	124	38.0%
10,000 or more	88	27.0%
Total	326	100%

¹38 respondents had no opinion.

Attitudes Based on Town/City Size and License Sales Volume

Table 6. Perceived a reduction in sale of sporting goods and related items to hunters and/or anglers due hunters/anglers purchasing licenses on the Internet analyzed by town/city size and license sales volume.

Town/City Size	Reduction in Sale of Sporting Goods	
	NO	YES
less than 999	44.1%	55.9%
1,000 – 9,999	42.6%	57.4%
10,000 or more	39.1%	60.9%
Average	42.2%	57.8%
Pearson Chi-square: $X^2=0.53$; $df=2$; $p=0.768$		
Pearson Correlation = 0.038; $p=0.494$		
Average License Sales Volume	Reduction in Sale of Sporting Goods	
	NO	YES
Mean \$	\$45,995	\$41,292
95% C.I.	\$22,366 – \$69,545	\$34,780 – \$47,804
ANOVA: $F=0.17$; $df=1/336$; $p=0.681$		
Pearson Correlation = -0.022; $p=0.681$		

Table 6-A. Percent decrease in business and perceived impact of that decrease Responded YES to the question listed in Table 1) analyzed by town/city size.

Town/City Size	Percent Decrease in Business	
	Mean	95% C.I.
less than 999	26.9%	20.9% – 32.9%
1,000 – 9,999	19.8%	15.6% – 24.0%
10,000 or more	18.8%	13.8% – 23.9%
Average	21.6%	18.8% – 24.5%
ANOVA: $F=2.90$; $df=2/148$; $p=0.058$		
Pearson Correlation = -0.158; $p=0.057$		
Town/City Size	Evaluation of Impact of the Decrease in Business	
	Mean ¹	95% C.I.
less than 999	2.61	2.36 – 2.87
1,000 – 9,999	2.76	2.50 – 3.02
10,000 or more	2.52	2.26 – 2.78
Average	2.64	2.50 – 2.79
ANOVA: $F=0.89$; $df=2/188$; $p=0.414$		
Pearson Correlation = -0.142; $p=0.050$		

¹See Table 1-B for the scale used.

Table 7. Perceived benefits to resident and nonresident hunters/anglers being able to purchase licenses from their home over the Internet analyzed by town/city size.

Town/City Size	Percent Benefit to Residents	
	Mean ¹	95% C.I.
less than 999	2.35	2.09 – 2.62
1,000 – 9,999	2.48	2.22 – 2.74
10,000 or more	2.98	2.70 – 3.26
Average	2.57	2.41 – 2.72
ANOVA: F=5.20; df=2/309; $p=0.006$		
Pearson Correlation = 0.151; $p=0.008$		
Town/City Size	Percent Benefit to Nonresidents	
	Mean ¹	95% C.I.
less than 999	2.78	2.50 – 3.07
1,000 – 9,999	2.78	2.51 – 3.06
10,000 or more	3.44	3.18 – 3.70
Average	2.96	2.80 – 3.12
ANOVA: F=6.37; df=2/311; $p=0.002$		
Pearson Correlation = 0.158; $p=0.005$		

¹See Table 2 for the scale used.

Table 8. Perceived impact to business due to resident and nonresident hunters/anglers being able to purchase licenses from their home over the Internet analyzed by town/city size.

Town/City Size	Evaluation of Impact → Residents	
	Mean ¹	95% C.I.
less than 999	-0.56	-0.82 – -0.29
1,000 – 9,999	-1.07	-1.31 – -0.84
10,000 or more	-0.67	-0.93 – -0.41
Average	-0.789	-0.94 – -0.64
ANOVA: F=4.95; df=2/310; $p=0.008$		
Pearson Correlation = -0.015; $p=0.788$		
Town/City Size	Evaluation of Impact → Nonresidents	
	Mean ¹	95% C.I.
less than 999	-0.77	-1.09 – -0.45
1,000 – 9,999	-1.21	-1.47 – -0.95
10,000 or more	-0.96	-1.29 – -0.64
Average	-0.99	-1.17 – -0.82
ANOVA: F=2.38; df=2/311; $p=0.095$		
Pearson Correlation = -0.021; $p=0.713$		

¹See Table 3 for the scale used.

Table 9. Attitude towards resident and nonresident hunters/anglers being able to purchase licenses from their home over the Internet analyzed by town/city size.

Town/City Size	Attitude → Residents	
	Mean ¹	95% C.I.
less than 999	-0.60	-0.95 – -0.24
1,000 – 9,999	-0.91	-1.23 – -0.59
10,000 or more	-0.09	-0.27 – 0.46
Average	-0.53	-0.73 – -0.33
ANOVA: F=7.84; df=2/323; $p<0.001$		
Pearson Correlation = 0.103; $p=0.064$		
Town/City Size	Attitude → Nonresidents	
	Mean ¹	95% C.I.
less than 999	-0.74	-1.11 – -0.36
1,000 – 9,999	-1.00	-1.34 – -0.66
10,000 or more	-0.11	-0.52 – 0.29
Average	-0.67	-0.88 – -0.45
ANOVA: F=5.40; df=2/323; $p=0.005$		
Pearson Correlation = 0.098; $p=0.078$		

¹See Table 4 for the scale used.

Table 10. License sales volume analyzed by perceived impact to business due to resident and nonresident hunters/anglers being able to purchase licenses from their home over the Internet.

Perceive Impact to Business → Residents	License Sales Volume	
	Mean	95% C.I.
NEGATIVE IMPACT	\$50,371	\$32,438 - \$68,304
NO IMPACT	\$35,257	\$23,404 - \$47,109
POSITIVE IMPACT	\$35,111	\$16,076 - \$54,145
Average	\$44,273	\$32,852 - \$55,695
ANOVA: F=0.82; df=2/325; $p=0.442$		
Pearson Correlation = -0.057; $p=0.296$		
Perceive Impact to Business → Nonresidents	License Sales Volume	
	Mean	95% C.I.
NEGATIVE IMPACT	\$49,204	\$32,549 - \$65,859
NO IMPACT	\$35,459	\$22,025 - \$48,894
POSITIVE IMPACT	\$32,752	\$16,932 - \$48,572
Average	\$44,062	\$32,674 - \$55,450
ANOVA: F=0.74; df=2/326; $p=0.447$		
Pearson Correlation = -0.059; $p=0.276$		

Table 11. License sales volume analyzed by attitude towards resident and nonresident hunters/anglers being able to purchase licenses from their home over the Internet.

ATTITUDE →	License Sales Volume	
	Mean	95% C.I.
OPPOSE	\$50,631	\$28,762 - \$72,500
NEUTRAL	\$32,687	\$25,352 - \$40,021
FAVOR	\$39,779	\$26,719 - \$52,840
Average	\$42,717	\$32,038 - \$53,396
ANOVA: $F=1.00$; $df=2/349$; $p=0.368$		
Pearson Correlation = -0.028 ; $p=0.606$		
ATTITUDE → Nonresidents	License Sales Volume	
	Mean	95% C.I.
OPPOSE	\$50,453	\$30,695 - \$70,212
NEUTRAL	\$28,282	\$21,534 - \$35,030
FAVOR	\$41,631	\$27,418 - \$55,845
Average	\$42,717	\$32,038 - \$53,396
ANOVA: $F=1.42$; $df=2/349$; $p=0.244$		
Pearson Correlation = -0.026 ; $p=0.623$		

Appendix A

GFP License Agent Survey

Questionnaire, directions and post-card reminder used in the survey.

Larry Gigliotti

**Department of Game, Fish and Parks**

Foss Building
523 East Capitol
Pierre, South Dakota 57501-3182



January 12, 2005

Dear License Agent,

Sportsmen/women have been able to purchase hunting and fishing licenses on the Internet for the past three years. This service allows hunters/anglers the opportunity to purchase their license from their home computer any hour of the day and any day of the week. Some business operators who also serve as license agents for Game, Fish and Parks have expressed concerns that this service has negatively affected their business volume.

The purpose of this survey is to measure how you feel about sportsmen/women's ability to purchase hunting and fishing licenses at home via the Internet and its importance to and impact on your business. **This survey is a cooperative project with the South Dakota Retailers Association.**

Please take a few minutes to answer the questions in this survey and return your completed questionnaire using the postage-paid business return envelope provided in this mailing. Thank you for your participation in this survey. A summary of the results will be sent to all participants in this survey.

If you have any questions about this survey please call me at 605-773-4231 (E-mail: larry.gigliotti@state.sd.us).

Sincerely,

Larry Gigliotti

Planning Coordinator/Human Dimensions Specialist

Evaluation by License Agents of Sportsmen/women Purchasing Hunting and Fishing Licenses on the Internet:

This evaluation survey refers to the ability of resident and nonresident hunters and anglers to purchase their licenses via the Internet using their home computer.

Resident and nonresident sportsmen/women have been able to purchase hunting and fishing licenses on the Internet for the past three years.

1. Do you feel that this has reduced **your** sale of sporting goods and related items to hunters and/or anglers?

☐ NO → continue on to question 2

☐ YES → please answer the questions in Box A before continuing on to question 2

BOX A

- A-1. About how big of a decrease in the sale of sporting goods and related items to hunters and anglers would you estimate is the result of hunters/anglers being able to purchase licenses on the Internet over the past three years?

I estimate a _____% decrease in my business to hunters/anglers purchasing licenses on the Internet

☐ Check here if you have no opinion

- A-2. How would you evaluate the impact of the decrease you listed above to **your** business?

- ☐ 1. Very Small Impact
- ☐ 2. Small Impact
- ☐ 3. Moderate Impact
- ☐ 4. Great Impact
- ☐ 5. Very Great Impact
- ☐ 6. No Opinion

2. How important of a benefit do you think it is for **resident** hunters/anglers to be able to purchase licenses from their home over the Internet?

<u>No Benefit</u>	<u>Very Small Benefit</u>	<u>Small Benefit</u>	<u>Moderate Benefit</u>	<u>Big Benefit</u>	<u>Very Big Benefit</u>	<u>No Opinion</u>
1	2	3	4	5	6	7

3. How important of a benefit do you think it is for **nonresident** hunters/anglers to be able to purchase licenses from their home over the Internet?

<u>No Benefit</u>	<u>Very Small Benefit</u>	<u>Small Benefit</u>	<u>Moderate Benefit</u>	<u>Big Benefit</u>	<u>Very Big Benefit</u>	<u>No Opinion</u>
1	2	3	4	5	6	7

4. How would you rate the impact to **your** business of **resident** hunters/anglers being able to purchase licenses from their home over the Internet?

<u>Large Negative Impact</u>	<u>Medium Negative Impact</u>	<u>Small Negative Impact</u>	<u>No Impact</u>	<u>Small Positive Impact</u>	<u>Medium Positive Impact</u>	<u>Large Positive Impact</u>	<u>No Opinion</u>
1	2	3	4	5	6	7	8

5. How would you rate the impact to **your** business of **nonresident** hunters/anglers being able to purchase licenses from their home over the Internet?

<u>Large Negative Impact</u>	<u>Medium Negative Impact</u>	<u>Small Negative Impact</u>	<u>No Impact</u>	<u>Small Positive Impact</u>	<u>Medium Positive Impact</u>	<u>Large Positive Impact</u>	<u>No Opinion</u>
1	2	3	4	5	6	7	8

6. Overall, how strongly do you oppose or favor resident / nonresident hunters/anglers being able to purchase licenses from their home computers via the Internet.

residents?

Strongly <u>Oppose</u>	Moderately <u>Oppose</u>	Slightly <u>Oppose</u>	Neutral or <u>No Opinion</u>	Slightly <u>Favor</u>	Moderately <u>Favor</u>	Strongly <u>Favor</u>
1	2	3	4	5	6	7

nonresidents?

Strongly <u>Oppose</u>	Moderately <u>Oppose</u>	Slightly <u>Oppose</u>	Neutral or <u>No Opinion</u>	Slightly <u>Favor</u>	Moderately <u>Favor</u>	Strongly <u>Favor</u>
1	2	3	4	5	6	7

7. What is the size of the town/city in which your business is located?

Do not write in this space:

Use this space for optional comments:

Directions for Completing Your License Agent Survey

- The purpose of this survey is to measure how you feel about sportsmen/women's ability to purchase hunting and fishing licenses at home via the Internet and its importance to and impact on your business. **Please take a few minutes to complete and return your questionnaire** using the pre-paid return envelope provided.
- Deadline for returning your questionnaire in time for your opinions to be included in the final report is **February 15, 2005**.
- **Please do not remove your address label.** This label provides us with information that will be used to further analyze the data, such as location of business and license sales volume.
- **Your answers will be treated confidentially**, meaning that I will not release your responses associated with your name or business. The report will only contain summarized information.
- **This survey is voluntary.** If you do not want to participate please return your blank questionnaire so that we do not bother you with additional mailings or telephone calls.
- If you have any questions about this survey please call me at 605-773-4231 (E-mail: larry.gigliotti@state.sd.us).
--Larry Gigliotti

Post-Card Reminder:

January 19, 2005

Last week I sent you a short survey asking your opinion about hunters and anglers being able to purchase their licenses on the Internet from their home computers. This postcard reminder is being sent to remind you to complete and return your questionnaire using the pre-paid return envelope provided. If you have already completed and returned it to us, please accept our sincere thanks.

YOUR response is needed to make an accurate assessment of the opinions held by license agents.

If by some chance you did not receive the questionnaire, or if it got misplaced, don't worry (just wait and watch your mail) as a second questionnaire will be mailed to you in a couple of weeks if we don't receive your completed questionnaire in the mail.

Larry Gigliotti
Planning Coordinator/Human Dimensions Specialist

Appendix B. GFP License Agent Comments

Note: the ID numbers were randomly assigned to the returned questionnaires for the purposes of reference and can NOT be tracked to a specific respondent.

ID # - 1

Due to the new system of licensing in our state, It probably would be better for licenses to be done at home. No business can afford to have their clerks on the phone or computer for 15 to 30 minutes per license. Plus the loss of other customers who won't wait while you license someone else.

ID # - 4

Internet sales have effected our customers buying products while in our store.

ID # - 5

In this day and age you have to have licenses available on the Internet. We will not be selling licenses in 2005, because of the new license agent selling systems. That will have a very negative impact on our related sales.

ID # - 7

The longer licenses are available on the internet the more people will recognize it's available. So down the road; if licenses are still available on the internet, I would expect it to affect our business more!

ID # - 8

We'll just have to advertise more or come up with ways to pull hunters and fishermen in.

ID # - 10

Internet sales reduces traffic for sporting goods during a period of increased competition making it hard to make that department profitable.

ID # - 13

This survey applies also to the following:

Ace North # 01-021

Ace East # 01-004

Ace West # 01-007

Ace Brookings # 06-003

ID # - 14

We are small business with 2 point of sale. Licenses take up too much time, for we do not stock a lot of sporting items. Want people to do more purchasing of licenses on line themselves.

ID # - 15

We have noticed in the last few years less hunters coming in to get licenses. When they get licenses, they usually get snacks, refreshments and etc. As we do not handle a lot of sporting goods or related items.

ID # - 17

I have no way of measuring the impact of on-line license sales on our sporting good sales. I would believe it has a minimal impact.

I do believe the ability to sell licenses using the GF&P web site will be a great convince in the years ahead.

ID # - 19

When you allow people to buy at home they have little need to stop at a shop which leads to impulse buying. This is very evident in our decrease in non-resident traffic. They buy all they need at home instead of in SD. The old attitude was I have to stop for a license, I'll just get my ammo there. Now they are all set before they leave and they bypass areas like Sioux Falls and continue to the original destination.

ID # - 22

We had considered dropping the licenses because of the loss to internet sales. We'll see how it goes this year.

ID # - 23

Less paper Work!

ID # - 25

We sell in a military installation. They have to come in and show their orders. The only impact we have is in the SD resident.

ID # - 30

On-line applications allow sportsmen to meet deadlines, which perpetuates the need for them to shop.

ID # - 33

I understand the reason for us to have to call in or use the internet for license sales, but it does take longer. We were told that there would always be a line open because there were around 600 people ready to answer the phones, but we have been put on hold and have been cut off and when we call back the line is busy. I think there are some bugs that need to be worked out yet. I just wanted you to be aware of them. Thanks agent # 02-059

ID # - 36

What is the point of this survey? If I bash it, you'll still keep the licenses on the internet. You have so many problems with your web site.

ID # - 43

After going to “paperless” this year and purchasing computers and printers to handle license sales, our out of state sales were about 40% less than previous years and that will continue to drop. Retailers need a larger agent fee to help recover additional expenses on licenses we sell while the State can still collect Their “Agent” fee at the same rate for licenses sold on line.

ID # - 47

As a retailer I feel its great to have hunters come in and buy products, However I have to sell an awful lot of licenses to make any money. I can’t sell enough licenses in a day to pay for the labor it takes to oversee them, so I’m just trading dollars. I still think hunters are going to buy souvenirs, hunting apparel, shells, gas, food, liquor, and whatever else. They won’t have to worry about getting a license. Unless you are going to let the retailer make 10 or 15 dollars each for selling them I say let them go on line if they want to.

ID # - 49

If SD were to set up a larger internet fee for purchasing licenses, I think this would work to help counter act opinions expressed from your dealers. We offer the service not to make money but to help promote other products in the store. In turn this benefits the local economy. While most hunters purchase some of there own supplies in their local areas. The opportunity presented to local Retailers by selling licenses allows for more money to be generated by sales tax revenue.

Id # - 51

We need that traffic through our store and the additional revenue we make from selling the out-of-state licenses.

ID # - 53

I personally oppose not having license listing all tags-seasons. Mistakes will be made in having complete “stamps” for seasons as requested in my opinion.

ID # - 54

I strongly disagree with agents having to purchase a computer, printer and supply the paper and ink, plus pay for internet access in order to sell licenses for the state. Then only to make \$2.00 a license off it. We need to be able to sell licenses to bring customers in to the store to purchase other merchandise and we sell to big groups at one time, so we are unable to the phone system. I believe with the money the State is saving they could and should help the agents out in some way, and it’s not by letting people purchase their own licenses from home.

ID # - 55

During pheasant season we definitely had a decrease in non-resident hunting licenses being sold of about 1/½ from last year! Which in turn means we don’t sell the shells, hunting vests, clothes and related items. I know we can’t blame this entirely to the sales of licenses over the internet! But in the coming years it may show that it did! When we

don't sell licenses anymore, It's still a new thing that we will have changes made to adapt to a changing time.

ID # - 56

When non-residents come here hunting or fishing they stop in with large groups of people. This takes time to get all their licenses. I feel with the time saved and not having to worry about finding a retailer open it will be a huge plus.

ID # - 59

Persons purchasing licenses almost always purchase other items for their hunt or fishing trip. The license dealers have been the backbone of the GF&P for years and to remove it from the sporting goods dealers is wrong. Who knows the impact on a retail business because a customer can happen to come into your store and purchase untold items that possibly he didn't even plan to buy. We need our hunting and fishing license business.

ID # - 60

I think it is okay to be able to sell on the internet, but I think the license agent for each county should be listed to give the hunter or fisherman the option of buying on line or making a physical appearance in a license establishment, basically giving them more freedom of choice.

ID # - 62

The new computer system sucks and takes too long.

ID # - 63

We feel selling licenses is a great tool to bring sportsmen into our businesses. Of course with less of a reason to stop at our store, such as getting a license is one less opportunity to sell this customer something.

ID # - 65

Over the years it will eliminate people selling licenses. Who will be handing out the hunting guides? We won't be if we are not selling licenses. We fill out the license now and why do we need to call Pierre? We were on the phone 25 minutes one day and a small business with one employee can't do this.

ID # - 67

In regard to our selling licenses:

1. Should be spot where we can order handbills, envelopes and etc.
2. Residency forms for students and big game applications.

Fee should be increased since it now costs \$80.00 to be on-line and most licenses are put on credit cards.

ID # - 68

If they do not buy their licenses from us agents they don't buy any other goods from us either. They come to hunt or fish our wildlife but don't buy from those communities.

ID # - 69

SD loses sale tax money because when people wait to buy licenses they buy other things too. If people don't have to stop they don't buy anything. So I think they should buy licenses at the stores. SD will get more sales tax money. SD is always talking about money; they are not getting the most out of the licenses.

Id # - 72

The way it looks if we do not go back to hand written licenses I will have to hire a full time employee for weekends just for licenses as the phone system is so slow. It is hurting business and lots of mad customers. I do not see it working out. Lot of 20 minutes to get a license.

ID # - 75

I do not understand why the agents are charged a fee to sell hunting and fishing licenses when this service is for the State and our selling the licenses benefit the State, so it does not seem reasonable for the agent to be charged.

ID # - 81

With the beginning of the "New" licensing system, the internet will be playing a larger role with the issuing of licenses in the future. Once hunters and anglers know that it takes between 5 to 10 minutes for an agent to issue a license in a store, they will be more inclined to use the internet at home, themselves. Next year we will really see how this "new" system affects agents and internet sales. Anytime you give a customer a more convient way to do something change is going to happen. Stores need customers, customers purchase items; Those items are subject to sales tax, we all make money, what does that tell you?

ID # - 85

When people get their licenses on the internet, they are not coming into the store to purchase their groceries, shells, gas or licenses, which decreases my sales. This also decreases my sales tax and the sales tax benefits you also.

The new system for our stores to sell licenses over the phone rates a 2 on a 1-10 scale. The only good thing about it is the billing process

ID # - 86

In our business we see a few hunters that have purchased their licenses on line. Most of the hunters in the area still shop at our store. The on-line license does help the late arriving hunters in small communities.

I hope that all businesses that sell on-line licenses will see the time involved to sell licenses diminish. At the present a license takes longer to sell on-line than the old pen and pencil licenses took.

ID # - 88

I have really not noticed any change in my sales; Maybe in 2003- Last year I was up, so I guess I have no opinion. It is a nice convenience.

ID # - 90

Thank you.

ID # - 91

Fee of \$25.00 should be canceled for dealers. This penalizes our business when licenses can be purchased with no charge through the internet.

ID # - 93

Our town triples in size during pheasant hunting season. If they come in for licenses they about always buy something else. It is an important time for our business. It's hard enough for little towns to keep going. People keep taking things away from us. Each town and county needs this extra revenue that our out-of-state hunters bring in.

ID # - 95

There is probably no impact on our business as far as consumer being able to purchase from home computers. Our concern is the amount of time it takes sell via our phone line/computer. This is seeming to be an inconvenience issue at our store, since only a few licenses have been sold and training has not been possible for our employees. Hopefully since you have the database already intact from previous years of sales, you will send out notices to all previous purchasers of the option to buy from their home computer. Our business was impacted when WalMart and Cabellas started selling the licenses.

ID # - 96

Possibly waive \$25.00 fee for retailers as we pay the same fee yet sell fewer licenses!

ID # - 98

The internet is rapidly becoming a retail outlet. We will change with it. The younger generation will use it.

ID # - 99

You charge me a fee to be able to sell licenses, and Then you intercept my license business. I think I am under-estimating the negative impact on my business. Lower foot traffic through the door, lower sales.

ID # - 106

It is our experience that when hunters and anglers stop to purchase licenses they inevitably purchase other items as well, which obviously has a positive effect on our bottom line. Thank you for your efforts.

ID # - 109

It's too soon to tell on many questions. The change is that building the info deck for the State should be a part of everyone's job. I did not feel it fair that our business had to incur the cost of a new computer, printer and other accessories.

ID # - 111

Need to speed up on the calling license in for approval. Being on hold for 20 minutes or more per call is not good!

ID # - 113

The main comment we get on licenses is cost. A resident fishing license cost nearly as much as a non-resident fishing license in SD. Also non-resident fishing licenses at \$59.00 keeps some people away from SD.

ID # - 114

We feel it's all the "extras" we offer that we lose on. Selling the licenses get them in the door, now they may not stop.

ID # - 115

Selling licenses is one way of getting more traffic to come through my door. Selling more than sporting goods and related items. It will be cutting into more sales and reducing my sales and income.

ID # - 116

We are in a small town and our business relies strongly on fishing and hunting. If they buy over the internet they have no reason to stop at our store. You are killing small town main street.

ID # - 117

As a retailer we do everything possible to get people "in the door." I would really hate to see everyone buying licenses at home. The internet has cost small retailers too much already.

ID # - 118

Resident/non-resident hunters being able to purchase via internet has/will hurt our businesses. However, forcing the businesses to complete licenses off the internet and/or telephone has caused even a more negative impact on us for the following reasons.

1. We were forced to purchase a \$1500.00 computer to place at our front desk for use by our employees.
2. Any phone calls we've made, we have been placed on hold which has slowed the process up.
3. We will be forced to have 2 employees on staff at all times to help the process run smoother.

The customer is going to leave our place of business feeling we are not efficient enough to complete this task in a timely manner.

All of the above, places a negative feeling/impact on the new procedure for purchasing licenses at businesses. However the increased number of customers purchasing directly over the internet will definitely hurt businesses farther into the future.

ID # - 119

I can't believe every line is busy to be put on hold 99% of the time. This was suppose to SPEED up and not slow down the processing of licenses. I am not calling at peak hours, usually 6-7 am. Or 8-9 pm. Is when we are calling. Your operators need to be more considerate when dealing with the agents we are also learning the system. If we knew we would do our own typing. The fishermen are here to fish and not stand around for an hour to get 3 or 4 licenses. Hopefully you can solve this problem and 99% can be happy not 99% unhappy.

ID # - 120

We sell the hunting and fishing licenses just for a courtesy to our customers.

ID # - 126

I feel that you have saved no money in your office by doing this. There still is paper work to send out, and you have to have someone to answer phones and take orders. We have to call in as we don't have a computer. I was most annoyed the last time I called and had to listen to a person who talked SO fast; I couldn't even understand the person. By the way, if filling out this form is optional, why did I get a follow-up card on it?

ID # - 127

When we have to pay \$25.00 to be an agent, it takes some more profit out of the service for the customer plus the State and being a small store trying to make a living, I pay the same fee as the large volume stores. It is not right or fair.

ID # - 128

I'm not sure this questioner is really relative to us as we are a county treasurer's office and really only sell hunting and fishing licenses as a courtesy to our customers.

ID # - 131

The internet has not disrupted us too much yet. I think next year when everyone has found out they can buy for themselves, we will see the results.

ID # - 133

We have few employees that do not feel comfortable using the internet, so they use the phone. The three times we have had to use the phone, we have been on hold long enough for the employee to call me at home (approximate 6-7 blocks) and come down to the store to do the license on-line. I'm not impressed with the call center so far!

ID # - 138

What difference does it make? It's already in place, just like the 146% increase in hunter preserve licenses. Thanks for driving 20% of my hunters away.

ID # - 144

SD GF&P have created an expense to their agents by implementing the new system. Now they want to sell the licenses over the internet. We can't pay the extra expense for a few that don't use the internet, we need them all. We need the additional sales from selling licenses. We don't get rich selling licenses off of the agent's fee. The agents of SD are doing SD GF&P a service. Please help agents instead of hindering them.

ID # - 145

Do not like the excessive time involved in selling by phone. No internet access for license operators have said, "call back in an hour."

ID # - 153

If you continue to have agents out here I would like to see it set up so we did not have to pay the bond fee each year. Maybe it could be set up where we pay via credit card as the private individuals do.

ID # - 154

Hunters will purchase their license anywhere they can. The largest benefit and maybe only benefit is to the GF&P. What is now stopping non-residents from purchasing internet licenses, putting down their 2-5 day periods, hunting only the last 2-3 days and killing a 5 day limit?

ID # - 154

Because we do not sell any related items, it hasn't really affected us, but I feel purchasing licenses via the internet is best. Lines at some convenience stores have been really long.

ID # - 156

We need a faster system to sell licenses. Hunters from other states say it takes too long with what we have; Which means next time they will use their home computers to get their license. Opening weekend of pheasant season, there will be no way we can keep up.

ID # - 157

No doubt for small business it is a large impact, with hunting lodges increasing is another negative, it seems small businesses are being faded out.

ID # - 160

I also strongly dislike the new system of phone and computer ordering verses the books.

ID # - 162

We just started with the phone sales in Dec. and so far the length of time to do them-think you'll find a lot more doing it from home computers. Before it we had more than 2 people-2 of us worked at it.

ID # - 164

Questions 2 and 3 are very unclear and confusing. How important of a benefit do you think it is for sportsmen to purchase license on the internet? My question is a benefit for whom? Retailer, State of SD or sportsman? These two questions should be deleted from the survey.

ID # - 165

Non-resident pheasant hunters have various license options, even more now with the expanded preserve licenses. I believe there will be a lot of confusion and wrong licenses purchased without the benefit of a license agent to explain the different licenses

ID # - 167

If this goes on over the internet we will probably quit selling licenses all together.

ID # - 168

The process has become more complicated and certainly much slower than what we have had in the past. Also the mere \$2.00 is a slap in the face, considering all the other increases.

ID # - 170

We have to purchase a \$25.00 selling fee just to compete against the seller. If you charge a surfee of, say \$10.00 more to buy over the internet. It would make a better field as you want to sell licenses and I want to get them into my store. (Just a thought.)
I can't have employees taking 10 minutes to do a license as it has taken because of being put on hold or getting the busy signal. I hope it gets better.

ID # - 173

The impact is only beginning to be felt as more hunters realize that they can get licenses on-line and do not have to come to my store with a bunch of hunters to wait in line.

ID # - 174

Non-resident hunters are a big shot-in-the –arm to small towns. Yes they will still buy their gas and food, but it will hurt the hardware stores and gun shops that sell license. For those who still sell license, expect long lines and impatient hunters at your computers.

ID # - 176

We do not have a retail store, we have a lodge and I am an agent. My only opinion for internet service is a dial up connection with an accelerator program. Getting licenses on-line takes forever. I'd prefer our hunters already have their license purchased before they get here. However I fully understand the retailers loss of revenue from hunters not visiting their establishment for a license and whatever else they might pick up to buy while they are in the store.

ID # - 177

I object to having to pay the \$25.00 fee for a license and then having everyone is able to buy his or her licenses over the internet. We sell very few licenses anyway, I'm sure we

won't even cover the \$25.00 fee this year. Also the one license we sold this year took approximately 15 minutes to complete the transaction. We will not sell licenses next year.

ID # - 181

Mandatory on-line is a very large hardship on our small C-Store/Bait/Tackle. The old way was much better!

ID # - 183

As a licensed agent the greatest issue concerning us is that of internet and phone licensing. For years the books being used were the most convenient over-the-counter method. Now we must use alternative means, which will be costly to businesses like ours. As a private business we will eat the cost while the State of SD profits. Examples of our extra fixed cost are additional phone lines, computer equipment, along with training. While these new systems may reduce GF&P's work load it increases ours. Businesses are providing a service to their customers as well as the State's why should we be burdened with additional costs?

ID # - 185

While it is obvious that people purchasing their license at home instead of at their stores affect small business, one can't ignore the convenience and cost savings it has created. Leave it as it is.

ID # - 186

It doesn't affect our business. I personally like to buy my licenses over the internet.

ID # - 187

We are a preserve and most of the hunters who come to us receive a preserve license as part of a package hunt. My guess is this survey is directed at businesses who hope to sell merchandise to those who may come to them to buy their license. Does not affect us. For some hunters-this is a time saver that GF&P should offer.

ID # - 192

From October 2002 until October 2004, our October monthly license revenue decreased 29% and our store sales decreased 3%. The bigger issue for our retail business is the "paperless transition." The new system is beneficial to GF&P and the sportsmen at the expense of the retailer. We will be forced to purchase a computer system and internet access for virtually no return on sales. GF&P will say that we can license by phone, but that won't work without major improvements. WE have sold several by phone and endured long "hold" time for an operator, and information that is supposed to be in the system for previously licensed sportsmen has not been entered. If this is a problem now what will it be like during the heat of the season? This wasn't thought out or implemented with the retailer in mind!

ID # - 195

My reason for opposing the on-line sales is that not everyone pays the same in the end for their licenses (no agent fee for on-line sales.)

Suggestion;

Have a system to rebate the fee to the State for use in payout for turning in poachers, etc. Also have all licenses for out-of-state hunters the same (not as is now where non-resident have different times to hunt) (pertaining to hunt clubs and etc.)

ID # - 200

I just don't like losing the foot traffic into my store. They came in to get a license and would pick up other goods. I do not charge the agent fee so I get more traffic.

ID # - 203

I feel you have some non-resident and there will be more in the future that as long as they are buying their licenses on-line before they leave their state. Then they are more apt to also buy shells and groceries at home before they leave. Plus you lose all impulse sales while they are in the store. As slow as the new system is in the store more and more will buy licenses before they come.

ID # - 204

We made the decision to no longer sell license because of the long wait time to your call center. We do not have internet at our store, so have been telling all our customers to go on-line. I believe it will be much nicer for the customer and my clerks. I was losing other sales because people had to wait in line while we were on the phone to your call center.

ID # - 205

Take Adelia's name off as she has retired and I am the treasurer and Ann is the deputy.

ID # - 207

Selling licenses on the internet is a wave of the future and business will have to adjust accordingly.

ID # - 208

I just don't like the new license that we have to call in or use the computer. There's got to be an easier way. I like the 2-book system but not the other hassles.

ID # - 209

We are a resort/hotel-so anything a guest can do before they get here is nice. Then we can concentrate on other things when they are here.

ID # - 213

We provide the licenses as a service to the community and not as a moneymaker. Most of the people who buy hunting and fishing licenses here are not aware of the on-line service until this year. After this year, our license sales will probably drop by 50% as most have home computers. Only those without computers will come to get licenses.

Many are Senior Citizens and do not have home computers. People still think you need a general hunting license to hunt deer. Also as volume decreases, it will be harder for agents to justify expense of keeping up on new requirements and it would be harder to find agents for those that do not have computers or forgot to get one when needed.

ID # - 218

While I don't believe my business is negatively affected by internet sales to a large degree, I can see where the businesses that really cater to the sports-person are affected. I do it just as a service. Sporting good departments or businesses do it as a "draw." Without sports persons in the stores, the State loses out on sales tax from additional purchases.

ID # - 221

The only negative impact is the loss in game agent fees. I can understand why people do it (saves a trip to town and can do at their convenience.) The negative part of non-residents obtaining small game license is when they want to change dates. They need to find a computer and if they've forgotten their password, it is a real bother. We've had a couple guys in our office trying to do that and they were not very appreciative of the help we were trying to give them. Issuing licenses from the internet takes longer (whether because our computer is slower or we are still becoming familiar with the process.) So it wouldn't surprise me if more people applied from home.

ID # - 223

I am a small business and the more foot traffic, the more opportunity to make that first sale. I also feel that hunters like the idea of being in charge of their own licenses. I guess I am on both sides of this matter.

ID # - 224

I do not sell "sporting goods" and etc. More of a convenience store. Being a license agent brings in hunters for licenses and hopefully they will pick up items for snacks and meals.

I feel that, as more hunters become aware of on-line licensing there will be fewer and fewer that will seek out "brick and mortar" license agents.

I have not felt much of a decline in sales yet but expect that during the coming year there will be a decline in my sales because of on-line availability of licenses.

ID # - 225

Using phone service is very slow-on hold for 10 to 20 minutes; does not work for our C-Store with one clerk on duty.

ID # - 228

My license sales have gone down each year, but feel that numbers of fishermen and hunters have increased. Do know that the internet is already in use. The licensing system is such a mess right now and would be less confusing for us agents not to have to deal with them. As for my own business, I would not miss the licensing, but also know that they drive more sales. So is a toss up.

ID # - 232

Making people by licenses by stopping in encourages them to purchase other items in the store. If they have their licenses there is no need to stop in and spend money.

ID # - 233

If purchased at home GF&P should not collect agent fees. Or agent fees should be dispersed equally to agents.

ID # - 234

It has become obvious that SD GF&P is trying to phase out the independent license agent. The new computer license system is expensive to implement and more time consuming than the previous method. If GF&P continues to offer internet sales then independent venders should be able to charge to distribute literature and information such as regulation handbooks and big game applications. We support the SDRA on this issue.

ID # - 235

The new licensing system is a joke. I value my time @ \$20.00/hr. and at times I've been on hold for 37 minutes! I hope the State bid these license sales by the license and not Btu the minute. Of the 40 years I've been in business this has been probably the hardest change I've had to try to adjust to.

ID # - 236

In regards to question 6- I do feel we will lose some business from non-residents buying licenses on-line but with this current license program I would encourage them to buy on-line. I believe we took another step backwards with the current system of having to place a call to a center out of state. Going on-line for small business would not make sense financially.

ID # - 237

We are a small Mom and Pop resort store and only sell license as an accommodation. Would rather everyone get theirs over the internet?

ID # - 238

I would like to see the GF&P give back a small % to the agents for licenses they sell. 2 to 4 dollars for agent fees are not enough for a small business. Especially when working alone in a C-Store and being tied up on the phone line for 5-10 minutes at a time for a license. Other customers come in and expect to walk up to the cashier, pay and walk out the door, not wait for 10 minutes to buy a candy bar. People are in a hurry and don't like to wait. If the conditions of selling licenses doesn't change, I will be forced to discontinue this service to the public.

ID # - 241

I would like to see a survey on the way agents sell licenses now. The wait time is ridiculous --- Average wait is 20 to 30 minutes and the telemarketers are obviously uninformed on the rules and process! It was MUCH FASTER to write out the licenses!

The average hunter is patient but we do have other customers to wait on. The internet is the better way but it's still faster to write them out. We are considering NOT SELLING licenses in the future. We can not hire extra help to run the computer or wait on the phone while someone else waits on our customers. We are considering not selling licenses due to this fact.

ID # - 246

I feel that if they (non-residents) purchase their license over the computer the businesses that sell licenses won't sell the customer that comes in for their licenses the ad on sales that goes with that. So in turn you lose the loss of the license sale and potential shells and other hunting or fishing products.

ID # - 250

For every person that does not come in to purchase these licenses we lose other sales, pop, groceries, deli items, snacks and etc.

ID # - 251

Being able to purchase on line without validation from a licensing agent, hunters are able to come in and cut their time short, and get full limits. We know for a fact some are cutting their time 2 to 3 days. That is 2 to 3 days they aren't spending money in our state. This is a big loss. Purchasing on-line would be fine if they were required to validate the dates with a licensing agent.

ID # - 252

This could potentially cost a small business like ours enough that we would no longer be able to operate. As long as we allow the unfair practice of not taxing the internet, we will continue to see that segment of our economy grows and operations like ours close.

ID # - 254

We have had some problems getting licenses and have discussed this with you already. Also, it should not let you duplicate a license, which it has done and someone has received two small games and purchased furbearers when they didn't need to. If there were a way to avoid this it would be a good thing. I feel our license sales have dropped considerably over the last couple years.

ID # - 257

Not only do we miss the sale of the license. Hunters will buy their supplies at home and have less need to buy at our place of business. I am in favor of stopping non-resident internet sales.

ID # - 258

The negative overall impact of hunters not coming into town is a problem. The less business each license agent does transfers to fewer employees who get paychecks who spend money in town. You are working against economic development when you allow licenses to be purchased from home. It's unfortunate that spending of the license revenue isn't done proportionate to where hunting takes place.

ID # - 259

I firmly believe people that own hunting guide services should be able to sell paper licenses. It helps in our record keeping and also for keeping in touch with our clients. The people like me who do not have a home computer have to ask all hunters for their licenses so we can write down all the information for our records. People will hesitate and ask why do you need the license? It would be simple just to do paper license for preserves. I doubt if any of you understand how difficult it will be now.

ID # - 261

We are a small bank and sell them for customer service only. We still have customers that do not have access to computers.

ID # - 263

You need to improve on the entries required to issue license on the internet. Too many steps and takes too long to enter. Anyone with SD license should automatically come up on the database.

ID # - 266

If the wait times when we call in to get licenses doesn't improve then please do not make it so people can't get licenses over the internet.

ID # - 269

If a customer can buy their license from home, we'll have the business of buying accessories and will have a big impact.

ID # - 270

Now that we are selling license over the phone, I am almost in favor of the internet selling. Non-resident hunters have always been a boost for my business in the fall but has tapered off over the last few years. Sometimes I wonder if SD is going to price themselves right out of business?

ID # - 271

We are a very small community with small license sales. Therefore changing to internet will have little impact on us. Moreover it eliminates paperwork for us, which saves us time.

ID # - 274

With selling our license over the internet, I believe more people will realize that they could be doing it themselves on their own computers. Sales have been very strong the last few years, with a few people commenting about the license on-line. I believe my sales will decline with additional expenses every year. (Maintaining and servicing a computer.) It is still my privilege to sell licenses. Thank you.

ID # - 279

The license system continues to be hard to use. The phone or internet licensing takes longer than the paper system. States such as Montana and Colorado have better systems that utilize specialized electronic devices to call up information resulting in a more efficient process. For residents a scan of the driver's licenses' bar code would eliminate the need to fill out personal information.

ID # - 280

We offer licenses as a service to the traveling public. Our retail sales are impacted very little by license sales. We have minimum resident sales.

ID # - 282

We don't feel the on-line sale of licenses is having as much effect on our business as is the very slow, poor service we are now experiencing when we call in for authorizations. It is causing much ill will with our customers because they have to wait for long periods of time. Plus this excessive time on the phone ties us up so we are not able to wait on other customers.

ID # - 268

On the in store system, you should be able to go back before the transaction is complete if you have an item that the customer doesn't want and be able to take it off so you don't have to void the item. This would save time for parties, the agent and GF&P.

ID # - 290

Is there paper that is the right size for the license?

ID # - 293

I don't think there has been much of an impact to our business because of the use of internet purchase of hunting and fishing license.

ID # - 294

We really like the new computer system. Hopefully this year it runs a little more smoothly. Glad to see preserve licenses finally raised.

What happens when all non-residents start purchasing from their homes and we the agents start seeing less and less sales because of it? We the agent has been the backbone for GF&P license sales and would appreciate the chance to continue to do so for our non-resident license purchases. Don't start hurting your reliable agents.

ID # - 295

I think the computer system is great. I do however think we need the advantage of keeping the sales in the store. 1) To help offset the cost of the computer, 2) With the on set of all the "Lodges" we now have it is one of the few tools we still have to bring people into our store.

ID # - 296

It takes 3 times longer to sell a license on the internet than it did by writing them out.

ID # - 298

I sell only to the hunters that hunt with me.

ID # - 300

We had to add internet and a computer at Point of Sales to accommodate the State in selling licenses, which is not cost efficient with the reduced sales of licenses. I'm losing money each month to sell licenses. Internet is not needed in our business at all except to sell licenses. Do you offer a kickback?

ID # - 301

For us small stores, if you think this is going to be easy selling license over the telephone during hunting season, you are crazy. When we went to school for this you people said it would take 3 to 4 minutes. It takes 5 to 10 minutes on hold then you explain what you need and you are on hold again for another 3 to 4 minutes. Whoever said this was going to be easier, you should be on this end. I'll guarantee this hunting season is going to be a disaster.

ID # - 303

When we lose our license sales to people who buy over the internet, we lose other sales since they have no reason to come into our store.

ID # - 304

This has given license purchasers one more reason not to stop by the local businesses. Retailers lost another drawing card. There ought to be a pool for agent fees set up for the licenses that are purchased from home for resident and non-resident licenses.

ID # - 305

We hardly have resident hunters at our lodge. The majority is non-resident who buy the license here or have it from a previous trip.

ID # - 309

One of the biggest concerns I have right now is the new license policy. It has been taking 10 to 20 minutes per person to get their license over the phone. This is going to be a big problem when you get a group of hunters in and try to run a business at the same time when you will be tied up on the phone or computer line. All the people I have talked to say it's a big inconvenience.

ID # - 317

Any time we can get a customer in the store is an opportunity for additional sales. Over the internet we lose that opportunity! Plus we lose the license issuer fee, every little bit helps!

ID # - 324

I have only had license for a couple years, so there really has been no change in business, as we were not really established for having licenses yet.

ID # - 326

If we get large groups of hunters who have not purchased their licenses on-line and we must do so for them-then the on-line system is very cumbersome and time consuming. Lost licenses are a problem since there is no copy. Payment is also a problem for the lodge, unless we could set up an account.

ID # - 327

I feel it's a good advantage to be able to do this over the internet for hunters, but if they come into the store for a license it is very time consuming for us to have to tie up a clerk and a phone line to get them a license. We only have one phone line and one clerk on duty at a time.

ID # - 329

You call to get an authorization number and the web site is down. This is not a very convenient way to do the licensing. People that get it off the internet have said it took 1 to 2 hours to get a license. Pretty bad when you have people waiting at the counter.

ID # - 330

Our hunting and fishing license sales have decreased over the last few years. We no longer sell fishing supplies or hunting supplies because we don't have the license sales to bring those people in for that reason.

ID # - 331

Our volume has actually increased because no other business sells licenses in Highmore.

ID # - 332

Opening morning of pheasant season is one of our busiest days of the year, because we get so many hunters in here to buy licenses, especially non-resident hunters and they just about all buy some other things along with their license.

ID # - 334

For as a business to have to sell licenses over the internet are a major inconvenience. It is way too time consuming.

ID # - 335

Using the computer is a big headache as it takes longer. I can write one out faster. Also people do not like the idea of putting their social security number on the computer.

ID # - 336

I may not be able to blame all the loss of hunting licenses on the internet. The fact that we only are 32 miles from Cabellas doesn't help either.

ID # - 338

I believe that buying licenses over the internet is taking away the walk in customers to my sporting goods store and convenience store. When they'd come for licenses they

always picked up other supplies and food. The State is taking away profit from my business.

ID # - 354

People do not come to our establishment to buy a license, they come here for lodging or meals or a guided trip. Under the new licensing procedures it is very consuming for us to fill out a license and we would prefer that they had their license when they arrived here.

ID # - 355

Non-resident hunters enjoy being able to buy licenses over the internet.

ID # - 357

I feel that the sales of license on-line have had a negative impact on us.

I do strongly feel that this could be turned into a positive if we were given e-mail addresses with which to market to residents and non-residents alike. Things change and we need to change with them.

ID # - 361

I do not know how we are to have the answers to these questions. For the time we take to sell the license and extra time on the phone, it is not worth the small fee we receive. It is considered a service to our customers.

ID # - 362

I really do not know how much of an impact this would be on our business. However I do prefer that customers buy their license from the bait dealer,

ID # - 365

We are in a large county, very rural. We sell pop, jerky, beer and etc. to people coming in our store for licenses.

ID # - 366 (returned late)

Having hunters/fishermen stay home to get their license means we have lost their license sale and the ability to sell them anything else from our store 'cus they no longer have a "reasons" to stop!



Appendix C. Two e-mail comments from hunters that like the ability to purchase their license from their home via the Internet.

Subject: "Senate Bill 90"

Sir or Madame,

I am writing in response to the proposed "Senate Bill 90" for which a hearing is scheduled next Tuesday, February 8, 2005, and which I learned about through the South Dakota media. As a non-resident, I have had the privilege of hunting waterfowl, tundra swan, pheasants, partridge, prairie chickens, sharp-tail grouse and whitetail deer in South Dakota for the past 25 years. Over this time period I have found the Department of Game, Fish and Parks personnel to be exceptionally responsive to my questions and inquiries via the phone and letters. With Internet service now provided by the State over its Web Site, service has become even more efficient and quicker. Such a progressive approach to servicing customers, like myself, streamlines communication and certainly the licensing process... it is very much appreciated.

To now discontinue this new service that Senate Bill 90 proposes... "to disallow the Department of Game, Fish and Parks to use the internet to issue any type of hunting or fishing license that is available for issuance by a licensing agent" would be taking a huge step backwards and would do nothing but simply piecemeal the capabilities that the internet and your present Web Site provide. As I stated, with the progressive attitude that Game, Fish and Parks exemplifies, I cannot understand why the legislature you choose to now go backwards.

I have stayed in the same small South Dakota community with my two non-resident hunting companions since 1980. Each year we have patronized a local independent motel owner for our 10 day stay, the local restaurants, clothing stores, the Ford dealership for truck repairs, the pubs and the hardware store and sporting goods store where we purchased our hunting licenses in the past. The last two years we have all three purchased our hunting license over the Game, Fish and Parks internet web site. This allows us to head out to hunt upon arrival. It does not, nor will it ever, preclude us from continuing to patronize the hardware store or sporting goods store. There always seems to be something we need like another box of shells, hand warmers, a dry set of gloves, etc. I cannot remember a year when we visited these business's only for a hunting license! I spent over \$100 for more goose decoys at the sporting goods store just two years ago. For the above reasons, I am opposed to "Senate Bill 90".

South Dakota is rich in wildlife resources that have provided many years of memories. We will continue to return every year for the privilege of hunting in your state.

I am requesting that my e-mail be forwarded to the appropriate legislative staff and be read as testimony at the "Senate Bill 90" Hearing.

Thank you for your consideration and the opportunity to be heard.

Wausau, WI

Subject: "Senate Bill 90"

PLEASE FORWARD THIS EMAIL TO THOSE INDIVIDUALS INVOLVED IN THE LEGISLATIVE PROCESS RE SENATE BILL 90.

Ladies and Gentlemen:

I have been traveling to your fine state to hunt waterfowl, pheasants and archery deer since 1980. During this time I have watched steady improvement in the level of service offered by Game, Fish and Parks to non-resident hunters. From what I have determined, Senate Bill 90 represents a large step backward in the quality and convenience of GF&P licensing service. In addition, I believe that this will re-introduce a tremendous amount of cost and inefficiency into the system. Web-based vending has been proven time and time again to be much more cost effective than over-the-counter sales.

What a pain it used to be to purchase licenses over the counter. We were never assured of finding a vendor with all the needed licenses. We generally had to make at least two stops in order to find a vendor with the necessary licenses. Several times we have been forced to contact the local GF&P office to get their assistance in finding licenses. In addition to this inconvenience, we usually hunt either the first evening we arrive or early the next morning. If we can't purchase our licenses in advance, we will have to forego our first morning hunt to visit a vendor. This essentially penalizes us a half day of hunting. The current web-based system works great, is very convenient and must keep the department's licensing costs down.

I urge you not to return to the 1990's way of licensing the Non-resident hunter.....it just doesn't make any sense.

Thanks for your consideration

Vernon Hills, IL

